

KEYNOTE



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SHOWMANSHIP

The success of a social activity depends primarily on the important ingredient of showmanship. A good master of ceremonies can keep the event in motion, introduce surprises, be concerned about the theme and stay with it. He or she is far more important than the band playing, the decorations, or the prizes. A good MC can make everything else seem super-duper.

WESTWARD HO PARTY

Introduce the Old West to your people. The rougher the atmosphere, the better. An old barn, a drafty hall, just fine. Stage a mustache contest to be judged at the party. A line of gentlemen Can Can Gals, an old piano player, the long bar, and free snacks. The bar-room follies, a raid takes place, the Marshal has a shoot out. There's a square dance to the fiddle, and prizes for the best dressed Cowboy and Cowgirl. Gold nuggets (sprayed gravel) are abundant and when announced, a gold rush takes place. Here is a party to top them all and a little more imagination can make it even better.

FAMILY WEEK-ENDERS

Offer a Ski Trip or a Winter Wonderland weekend, tobogganing and sleigh riding. Have a night at the lodge around a huge fire place with tall stories and old songs. Pull taffy, string popcorn, and roast marshmallows. A good reader can hold the group spellbound with good stories. This type of party can have many variations of participation. Did you ever make homemade ice cream? Or cook fudge? Make popcorn balls, pour candles or bob for apples? Old stuff, maybe, for much older folks than you and I. The winter months can be the delightful get-acquainted time of year. Recreation directors should make the most of this enchanting season.

THE COMMON DENOMINATOR

In recreation there are common denominators. They are the things most people can and are willing to do. When you plan with common denominators in mind, your events are most always a success. Here are a few common denominators pretty much in order of their acceptance:

- A. Eating - Banquet, Snacks, Lunch
- B. Observing - Show films, Slides, etc.
- C. Listening - Music, Stories, Speakers, Instructors
- D. Movement - Simple movement activity. Everyone wants to be a part of something. Dancing, Parading, Swimming, etc.

The more common denominators you use, the more interest you generate.

INDUSTRY & COLLEGE

There seems to be a lack of communications between the colleges and industry concerning Industrial Recreation. There is a need for colleges and universities who are teaching recreation to be aware of the industrial aspect of recreation. They should not expect students to obtain their industrial recreation information from canned, questionnaire forms. Kent State University, Kent, Ohio, conferred with NIRA when outlining an Industrial Recreation course some years ago. It covers 15 major categories of study and is one of the most complete Industrial Recreation courses we have seen. Industry would profit by professionalizing their recreational staff and hiring grads from schools having NIRA approved industrial recreation courses such as Kent.

TRAINING

Unfortunately, some industrial recreation directors do not see the potential of training and leadership development possible through their programs and administrative practices. Administrative skills, business management, free enterprise education, and human relations can be taught and practiced through the industrial recreation program. It can be the most effective training device a management training director has. This constitutes a full year of actual workshop experience which the two directors can develop and offer their company.

AID TO RETIREES

The Recreation Association can do more than offer games and hobbies for retirees. Services and lectures such as insurance comparisons and studies - medicare coverage explained - legal matters important to retirees outlined - short-term investment programs discussed - areas of our country having high retirement populations described - questions and answers regarding Social Security given - odd job clinics named - Community Services Roster - special trips and tours set up for retirees - Retiree newsletter published - medical advice for those over 50 given - and affiliations and membership with American Association of Retired People are but a few of many suggested programs possible.

TRAVEL Although group travel has been popular whenever offered, the individual travel and resort programs surpasses group travel in participation. Actually, there are three types of travel programs to consider in your program. 1) Group Travel - 15 or more participants taking part in a totally arranged tour specifying kind of travel, hotels, etc. 2) Individual Resort and Travel Offers - one person or a person and his family or friends making reservations for a hotel or resort that has offered special individual rates to the Recreation Association for in and off season periods. 3) Specialized Tours and Resort Offers - for small or large groups interested in a special activity such as fishing, skiing, etc.

CLAMBAKE Clambake and lobster dinners termed Cape Cod Holiday - Sun & Surf Party - New England Festival, etc. can be an exciting cuisine event. Kodak, in Rochester, has an annual Clambake. They can tell you how it's done, where to get the clams, and how much to charge. Owens-Illinois, at Bridgeton, N.J., also have a number of lobster cookouts and clambakes.

BOATING A BOOST There's a boom in the boating business. Over a billion and a half dollars were spent in new products sales in '71. Outboard motor sales topped \$300,000,000, more than 45,000,000 people went boating last year. It may be possible to form an industrial yacht club, offer boating instructions, cooperate with your local Power Squadron. Stage a canoe race, present a canoe-along, hold a row boat regatta feature a marina party, etc. Try it, your members may like it.

PLATFORM TENNIS POPULARITY INCREASING Platform tennis is expected to sky-rocket in the next two years. Now in its infancy, many are just learning of the game, its unique features and its simplicity. For all tennis lovers, it's a game that provides a half hour relaxation and exercise in an easy to do manner. Platform tennis is a whole family activity and would be another plus for your program.

TAKE TO THE ROAD The growth of bicycle clubs is phenomenal. Several developments are encouraging the activity of taking to the road by bike. Federal legislations is forthcoming to fund bike paths in cities and the country. Some 75,000 cyclists belong to clubs encouraging more activity and interest in bicycling. Exercise by running while the rear end rests provides most of the movement required to stay in shape. The three and five speed bikes seem to be most popular with the adult participants. Write the Bicycle Institute of America, 122 E. 42nd St., New York, N.Y. 10017 for further information.

ACTIVITIES
DIRECTORS
THREE-MONTH
ALMANAC

January - Plant the seeds for volunteer leadership training, hold a workshop session early in the year. It's time to honor the old officers and welcome the new. Gather your staff together for an honest appraisal of the past programs. Be careful not to follow old ruts in the new year. It's resolution time.

February - Now's the time to sow for spring, balance your programming as you do your meals. Purchases for summer sports should be considered and bids prepared. This is sweetheart month, feature a Wives' party or Mr. & Mrs. Night-Out. Then, there's George and Abe to consider honoring.

March - Time to clean up. Rid your files of last year's surplus. It's a time for reviewing your tax obligations. Plan now for the major tours next fall and winter. How about a travel activities release. Easter planning is now underway. The fashion parade! New York at Easter, Egg Hunt, and an Uncle Wiggley Party has been discussed. Are your people ready for golf, softball, and the great outdoors?

BLOOD BANK

Many recreation associations are providing their members and families a complete blood need program. Some organizations have honored the gallon givers by forming a Gallon Club. Members have their names listed on a special awards plaque listing gallon givers and there are stars for each additional gallon. First gallon members receive a jacket with the Red Cross symbol and blood drop. Special awards are given for each additional gallon giver at the Annual Gallon Club banquet. Your American Red Cross can help you form a Blood Bank Club. NIRA can supply names of companies having Blood Bank programs.

PER CAPITA
COSTS

There should be no per capita cost figures for industrial recreation. The cost of the program is based solely upon the activities offered. Some activities require more financing than others. The administrator and his officers should present their budget based upon the program to be offered. Some programs would be crippled, if not eliminated, on a set per capita figure, others would be offering little in programs for dollars received.

FACILITY VS
NO FACILITY

It is possible to have a successful recreation program without facilities, but it's a rough way to go. However, it is also possible to have an abundance of facility and lack programs; one is as disturbing as the other. Then there are industrial recreation complexes which are built upon guesses, personal likes, dislikes and surveys not professionally conducted. To achieve the right balance, the total program present, and the estimated future, must be considered with the aid of professional guidance.

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RETIREES

Latest census figures show that the number of women in the 65 plus bracket has increased by almost 29 percent in the past decade, while the number of men in the same category rose by 12 percent. The number of senior citizens has increased more than six times since 1900, while the population as a whole has multiplied less than three times. Industrial golden age, senior citizens, or retiree clubs attest to this increase. A look at membership rosters shows that company retiree clubs are high on the list of successful activities which increase in attendance each year.

ICE FISHING

Rod and Reel, Rod and Gun, and Sportmen's Clubs featuring ice fishing excursions have pleased members who want outdoor programming during the winter. Some clubs provide lists of fishing shanty rentals and maps of fishing areas. Kodak of Rochester, New York, supply its interested employees with printed details and illustrations on the art of walleye ice fishing. Ice fishing can be another family activity for bleak winter weekends.

WHAT NEXT?

An Australian union intends to seek additional compensation for shift workers' lack of sex life. Sexual activities of shift workers are interferred with by their odd hours, claims the union. No mention was made of lack of exercise, but this may be a factor to consider in future contracts.

BOATING COURSES

Our waterways are experiencing some of the same traffic problems as our highways. Safe navigation, like safe driving, must be understood and practiced. Far too many boat accidents occur due to inexperienced navigators. Outboard motor operators seem to be the most accident prone. United States Power Squadrons, a non-profit boating-education organization, is introducing 12 weeks of

boating courses in more than 400 locations throughout the country. Call the toll-free number, 800-243-6000, (in Connecticut call 800-942-0655, also toll free) for information and assistance. Industrial recreation directors should make these courses available to their people before the boating season begins.

**BICYCLE CLUBS
DIRECTORY FREE**

The Bicycle Institute of America, 122 East 42nd Street, New York, N.Y., 10017, will send you free copies of its recent publications "Bicycle Clubs Directory and Other Stuff" and "Complete Guide to Bicycling Fitness." A wealth of information on bike touring, racing, maps, books, movies, repairing, rainware, rocks, route signs, insurance, bike polo, private bike collectors, history of the bicycle, etc. The Institute is eager to encourage formation of bicycle clubs in industry and will assist any industrial recreation association in bicycle programming.

**BROWN
BAG BANQUET**

A new idea with an old flavor -- a noon time "watch and eat program" for brown baggers and weight watchers. All that's required are a room with tables and chairs, a beverage service, a 16M/M projector, and two reels of old time comedies and film shorts. If you have a good projector, the lights in the room may only need to be dimmed not turned out. Contact your local film service for a list of available rental films, comedies, travelogues, and sports shorts.

**PLANT
A TREE**

In April most states will celebrate Arbor Day Centennial. Every recreation association should be concerned with "ecology" in its educational and social programming. Activities encouraging beautification and conservation of our country and its resources should be scheduled. A special sale to employees of fruit and shade trees, tied in with local forestry departments, will initiate programs concerning types, care, and planting of trees. Keep America Beautiful Association, 99 Park Avenue, New York, 10016, will furnish information on programs to consider.

**WINTER
VACATIONS**

Winter vacations are on the increase. Employees no longer consider June, July, and August the vacation months. In a few years, off-season rates will not be so generous nor so long in duration. Northern and southern resort areas are finding that they can offer recreation activities and programs at all seasons and can attract new guests. Today's youth have had exposure to a fuller range of recreation activities than their parents. Dad may have concentrated on golf and be able to boast of many trophies, but Junior is involved in four to five times as many recreational activities and is fair-to-good in all of them. His recreation calendar is 12 months long, with no hibernation periods. Industrial

recreation can take its cue from this and build a 12 month program. Some programs are still closing shop in "off seasons."

**IRS REQUIREMENT
FOR RECREATION
ASSOCIATIONS**

Non-profit industrial recreation associations can qualify for federal tax exemption status; otherwise, they are required to pay federal taxes. A non-profit organization should ask the IRS for Form SS4, "Application for Employer Identification Number." When this number is assigned, Form 1024, "Application for Exemption," should be sent to the IRS, with a copy of the association's constitution and by-laws. An annual return on Form 990 must be made thereafter.

**WELFARE
ACTIVITY**

Employee organizations find welfare activities beneficial in gaining members and in obtaining exemption status from the IRS. However, organizations should be alerted to the pitfalls, as well as to the benefits, such programs entail. Some associations are deleting the term "welfare" and substituting "services" to overcome the stigma of the word welfare. Services, or welfare, fall into eight categories: monetary assistance to members; material assistance to members; personal services of assistance to members; monetary contributions to social agencies and institutions; monetary contributions to relief, research, and civic health organizations and material and personal services for these same groups.

**EDUCATIONAL
ACTIVITIES**

Educational activities are popular in industrial recreation programming. Records of these activities in some industries show the greatest growth in the past eight years. Programs include: vacation foreign language courses; crafts instruction; athletic activities instruction; investments; diet and health guidance; home improvements; automobile basics and care; interior decorating; landscaping; pruning, planting, and care of trees and shrubbery; ecology; gardening; photography; electronics; stereo tape and recording; protecting yourself on the street and at home; home owners law; insurance; cooking; sewing; and public speaking. Industry has a splendid opportunity to teach job-related subjects through the recreation program, such as: budgets for home and business; simple accounting; human behavior; purchasing methods and procedures, etc.

**DISCOUNT
CARDS**

McDonnell Douglas Corporation's recreation administration is offering special discount cards for 1972. These cards provide members with savings of 10 to 40 percent on admission to events and attractions at Disneyland, Knott's Berry Farm, Lion Country Safari, Los Angeles Zoo, Marineland, Movieland Wax Museum, Palm Springs Aerial Tramway, San Diego Harbor Excursion, San Diego Zoo, Sea World, and Universal Studios. Congratulations to the McDonnell Club for providing its people with services as well as activities.

PHOTOGRAPHY Monthly photography contests are promoted by McDonnell Douglas Corporation Recreation Department. A subject for each month is posted; camera buffs then compete as to how best to photograph the subject. Subjects are January: Children; February: Snow; March: Roofs; April: Senior Citizens; May: Flowers, etc.

PLAY A series of five articles concerning play, which appeared in the December issue of Natural History (Journal of the American Museum of Natural History, Central Park West at 79th Street, New York, N.Y., 10024) should be required reading for any student or administrator of industrial recreation. The introduction states "We do not know when man begins to play. Play may start before birth, with the kicks and turns of the fetus; it certainly is present in the infant, and continues throughout our lives. When Play is suppressed, both the individual and society suffer; when Play is encouraged, both benefit. Some of the immense problems of learning may be solved if educators turn to Play rather than to Plato." Recreation in industry, although comparatively new to American society, has long been accepted and acclaimed as profitable by Japanese industry.

TALK A TRIP Pan Am has 18 trips you can take by tape: Walking Tour of London; Driving Tour of Hawaii; Walking through Rome; Seeing San Francisco, etc. These tapes can be offered to your travel group prior to a trip. The cost per cassette is \$2.95. After group use employees may take tapes home for family enjoyment and education at a small service charge. Write Pan Am, Box 5337, Detroit, 48211.

ANGLERS CLUB Murray Dick, Director of Recreation for Dominion Foundries and Steel, Hamilton, Ontario, has a Conservation and Anglers Club that every recreation director would endorse. A how-to-organize and program outline can be obtained by calling Murray or dropping him a note.

BROOMBALL LEAGUE Looking for something different? Write Murray Dick for rules and regulations for Broomball on Ice. Broomball is a fascinating hockey-type game much like what we played and enjoyed as children. Write for "how-to-do" and maybe you can chalk up another new activity for your club.

FLEA MARKET Owens-Illinois Atlanta GC Plant OnIzed "Flea Market" attracts large crowds and brings in extra income for club activities. A concession stand selling hot dogs, hamburgers, and cokes did land-office business. Merchandise of every description was offered for sale. Club members had cleaned their garages and attics, yielding items stored and never used.

NIRA CONFERENCE In Oakland, June 14-18. Plan to attend our professional meeting and exhibits.

KEYNOTE



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LIBRARY BUILDER

Fifteen bound volumes of the American Rifleman are waiting for you. These collector's items must be removed from the NIRA national office, and Executive Director Mike Fryer is offering them at just the cost of shipping. Call or write Mike right away to get these volumes for your recreation library.

FACILITIES SURVEY

An industrial recreation facilities survey conducted by a major industry on the west coast came up with these findings:

57 Companies Surveyed

The most popular were:

31 had tennis facilities	19 anticipated building
43 had softball facilities	10 "
22 had camp grounds	13 "
21 had gyms	9 "
49 had club and meeting rooms	22 "
25 had sauna baths	15 "
22 had photo labs	4 "

Forty-one directors felt recreation facilities played a key role in attracting new hires and forty-eight discussed the recreation facilities when recruiting, feeling this is a major benefit.

SURVIVAL FILM

A color film, 16 mm., "Survival for Sportsmen" produced by the U.S. Air Force, graphically shows how a fully-clothed hunter or other sportsman reacts if he accidentally falls into water. Falls into water account for two-thirds of our annual drowning fatalities. The film is of great interest to clubs, sporting groups, fishermen and boat owners. Narrated by Edmond J. Morgan, national director of the American Red Cross Water Safety Program. Check with your Red Cross headquarters or purchase a print for \$37.50. Viewing time 11 min. and 20 seconds. Address:

National American Red Cross Headquarters, 17th & D Street, N.W., Washington, D.C. 20006.

1972-73
RECREATION
BOOM

Recreation services and equipment sales are expected to hit an all-time high within the next twelve months. Many private real estate developers are viewing the recreational complex market with more than a passing interest. People are becoming more interested in allotting more and more time to recreate. This should tell Industrial Recreation directors something. The priorities of employee benefits may find recreation near the top. Some questions will be asked - What constitutes a good program? What facilities are essential? If you haven't the answers, let your NIRA membership assist.

BLOW GUNS
AND SLING
SHOTS

There is a growing interest among sportsmen in two ancient hunting implements. The blow gun is extremely accurate and requires little training to become proficient in its use. They are silent and powerful enough to hunt most small game. There are also teams of sling shot competition matches - an interesting and inexpensive program which industrial sportsmen's clubs may wish to promote.

BRIDGE
CLUBS

Almost every recreational program includes Bridge game competition. There are some who have Bridge Clubs that meet regularly and are also affiliated with the American Bridge Congress to qualify for points. NIRA holds an annual Bridge Competition Contest that always attracts a number of member companies. Some clubs provide Bridge lessons for the beginners, but as a rule, the talented player is more concerned about his own competition and leaves the organization and promotion of Bridge lessons to either the recreation association or its staff to handle. There are also two distinct groups of Bridge players - those who want to compete and earn points, and those who enjoy Bridge as a social activity. Two types of Bridge Clubs may be necessary to meet the desires of all interested players.

PROGRAM
FILLERS

There are a number of one-time entertaining or educational activities that will help round out a program calendar. Consider - wig demonstration, cosmetic clinic, ideas for investors, fashion shows, wine tasting exhibit, hobby show, cooking with wine and beer, how to protect yourself at home and on the streets, the grocery shopper, telephone courtesy, snap shot tips, making home movies, detecting automobile troubles, stocks and bonds, household hints, flower arranging, cake decorating, holiday cookie exhibition, white elephant sale, Christmas gift wrapping, Monday morning quarterbacks, handwriting analysis, fortune telling, collecting antiques and their values, fire proof your home, civil law for homeowners, how to buy an automobile, why have a will, meet your mayor, police chief, fire chief, city manager, what's new in education, how to run for office.

All of the above subjects can be easily arranged. Most cities have merchants, distributors, lawyers, doctors, educators, government officials and politicians who would enjoy helping you stage such a program.

CHILDREN'S
CHRISTMAS
PARTY
GUIDE

Children are the most difficult audience to keep entertained. Here are some bench marks for the program chairman to consider.

1. They require a colorful, fast moving program.
2. Children prefer slap-stick comedy to all other type entertainment.
3. Children audiences like to vocally and emotionally participate and respond to actions and questions from the stage.
4. They require more variety in their entertainment interests than adults.
5. They prefer loud noises and loud music.
6. They like bright colors and costuming.
7. They especially enjoy surprise events and the unexpected.

Children do not react well to all magic acts. The magic must be interesting, like rabbits from a hat. Card tricks hold no interest for them. Domestic animals doing tricks are not as spectacular to children as adults, since children think their dog or cat can do the same things. Singling out children from the audience to take part in the act is not desireable, especially if the child is a spectacle of laughter from the audience.

They are quick to become restless with repetition and sameness of the entertainment. They are not inclined to appreciate cartoons and movies which they have seen many times on TV and the movie program duplicates too closely their daily TV watching. It's not a new adventure of entertainment for them. Adults do not react well to children's programs. Don't gauge your program on their appraisals. Ask the children or TV stars entertaining children. Best source of reference for children's entertainment is your daytime, live programs on TV. Most of these entertainers are specialists in capturing and holding the child's interest.

GET ON
THE
MAILING
LIST

The Superintendent of Documents, Government Printing Office, offers for sale thousands of publications containing results of government research and study on almost every subject affecting our lives. If you would like to receive free bi-weekly list of specially selected new and popular

government publications, send your name, address, and zip code to the Superintendent of Documents, Box 1821, Washington, D.C. 20013, and ask for these select lists - "good material for programming."

INDIVIDUAL SPORTS

A study made by the A.C. Nielson Co., an international marketing research firm, for American Lawn Tennis Association, reported men and women favor sports that permit individual participation.

The sampling of men, 18 years and over, indicated that of the top six sports, only bowling is conducive to team play, while the remaining five are primarily individual sports. By contrast, teenagers, and children preferred sports which emphasize team participation. We believe the individual practice areas and facilities used in industrial recreation have confirmed these findings.

UNIVERSITY CLUB

Start a university club. Name it after your company or recreation association ("Salt River University Club" - "N.C.R. University Club"). The organization conducts a series of luncheons or dinners and lectures pertaining to:

1. Various educational subjects - highlights, trends and application.
2. Interesting subjects to explore and where to obtain the knowledge.
3. Current issues involving subjects taught.
4. Tests and surveys.
5. Industry and education.

Working with universities and colleges, a series of programs can be developed. Some programs held at the university or location involving subject matter, such as crime, conduct tour of jail, police department, etc. Should prove to be a most interesting special interest group.

PROGRAM IDEAS

- A. Armchair Travel - featuring movies of travel, slides, lectures, world affairs dinners, panel programs and ethnic group entertainment.
- B. Sounds of Music - Series of programs consisting of live music, recorded tapes, collectors albums, and recording and tape workshop sessions.
- C. Home Town Hall of Fame - A series of outstanding athletes, businessmen, politicians, government administrators, etc. Roundtable of headliners.
- D. Home and Garden Forum - A series of demonstrations and lectures on interior and exterior decorating and landscaping. Exhibition, work session and instruction.
- E. Laugh-Ins - A series of comedy programs, movies, short one-acts, readings and speakers.
- F. Trash or Treasures - A series of programs, exhibits and shows, displaying and discussing antiques, items in your attic, etc.

KEYNOTE

NRA

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FOREIGN TOURS-HOLIDAYS

It is very important to the tour director that he make the best use of holidays in foreign countries. We have heard of tours stating a certain day and place for shopping and then found no stores open.

TOP O' THE MORNING FISHERMAN

The Superintendent of Documents, Washington, D.C. also has an excellent booklet (25¢), entitled *Top o' the Morning*, with fish and shellfish. Catalogue No. I 49.39:15 S/N 2410-0111 - Fish for Breakfast? Why not? This colorful booklet contains 21 new recipes and serving ideas for rainbow trout, breakfast perch, salmon, clams, smoked fish, shrimp, crab, tuna, lobster and other tempting dishes.

T.V. GAMES

Magnavox Company has introduced a device that will give TV set owners the opportunity to engage in hockey, target shooting, table tennis, and other games electronically over their TC set.

SPECIAL BOOKS OF INTEREST

"Family Under Sail" by Jane Kirstein. Advice on handling children, teenagers, guests, laundry, cooking, etc. for the boat owner.

"Practical Boating, Inland and Offshore, Power and Sail" by W. S. Kals. Tips on "why everything went wrong in rough waters," as well as numerous household hints.

"Pole, Paddle and Portage" by William A. Reviere. For fishermen and hunters as well as for those who enjoy simple boating.

"Malo's Complete Guide to Canoeing and Canoe Camping" by John Malo. Discusses midwest waters and Canadian lakes and rivers.

WORLD HOLIDAY LIST An excellent guide for business and recreational travel in the United States, Department of Commerce Publication (20¢). Write to Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. The 27 page booklet lists 300 holidays and covers 120 nations.

AIR IS FOR BREATHING Shell Oil Company has produced a number of excellent 16 mm. movies for your association's use at no cost.

"Air is for Breathing" is a new film providing significant insight into the air pollution problems (running time 29 minutes). Other free loan films are "Food or Famine," "Pesticides in Focus," "Unseen Enemies," "The River Must Live," etc. Write Shell Film Library, 450 N. Meridian Street, Indianapolis, Indiana 46204, for other listings and free film reservation forms.

ADD ANOTHER PERSON TO YOUR STAFF FREE Everyone envies the recreation director's job until they work it. Few realize the long hours, frustrations, personnel problems, and array of knowledge - other than hitting the ball - that is required to do a satisfactory job in industrial recreation. Many directors are saddled with other than recreational duties, thereby diluting the effectiveness possible in all assignments. However, if the director makes use of his NIRA membership, he will find fellow colleagues willing to help, through NIRA headquarters, staffed to advise, refer, and provide informational material. When you make the most use of your association benefits, it's like an extra member on your staff. After all, you are as near to help as your telephone.

TEEN-AGE PROGRAMS FOR EMPLOYEES' FAMILIES The Salt River Project Employees Recreation Association of Tempe, Arizona, conducted a teen-age first-aid and child care course. Teenagers acting as baby sitters were most appreciative of this training. The Club also sponsored a new parents program covering pregnancies, baby care, etc. Instructors were registered nurses working in maternity wards of local hospitals. Classes were of two hour duration and included showings, handouts, and other informative material.

HUNTING AND FISHING The country's environmental problems are affecting the character of hunting and fishing making these sports less accessible and more expensive, so says Assistant Secretary of Interior, Nathaniel P. Reed. A greater proportion of hunting and fishing participants is occurring on preserves belonging to clubs and commercial operators. Supply of available land and the demand is getting out of balance. Restoring polluted waters and wet lands must become a priority. Result - look for higher costs of hunting and fishing licenses, requirements to pay for the much needed habitat. Hunters and fishermen logged almost 38 billion automobile passenger miles in 1970 to find suitable areas for their recreation.

VARSITY,
SEMI-PRO
AND
INTRAMURALS

There may be a place for both varsity and intramural activities in the industrial recreation program providing the budget will permit. However, the industrial recreation director must realize one of his important objectives of programming is "serving the greater number of participants." Usually less than 5% of the employment figure qualify for varsity or semi-pros to field teams is detrimental to the industrial program, creating innumerable personnel problems. Unlike collegiate activities, the industrial participant remains a team member for years - there is no four-year term, graduation and out. Although new employees may fill some varsity slots, the percentage is low. As water finds its own level, so do participants in the sports field, seeking out competitive play relative to their level of skills. A factor to reckon with when developing leagues and competitive play is to remember this factor applies in other than sports, also.

HOW TO RUN
A LIVE
CAMERA CLUB

Write to Photo Information, Department 841, Eastman Kodak Company, 343 State Street, Rochester, N.Y. 14650 for this 76 page publication, No. AT-53. It covers do-it-together projects, competitions, club activities, photo courses, annual exhibition, club libraries, how to make money, a specimen club program, and many more topics for the photo club members' interest. Set up your own club photography studio. Take pictures at events for sale later. Provide lessons in picture taking for the prospective vacationer. Conduct contests and enter NIRA's annual photo contests.

THE
SEW-IN

Conduct a sew-in seminar. Your local vocational schools sewing machine dealers and department stores can help you put together a Sew-In event. Feature - ready-to-wear sewing tips and tricks in everyday sewing, what's new in patterns, raising money for your club as club seamstress and garment service.

S.S.
HAPPY TIME
PARTY

A very clever, entertaining and fast moving party is one named after a steam ship, and the evening atmosphere takes on the feeling aboard a luxury liner. One enters by gang plank and recorded sounds of splashing water, fog horns, boat whistles, etc. The master of ceremonies is the boat (uniformed) captain and his aides (the committee) are outfitted in sailor togs, decorations are travel posters, nets, rope, ship's funnels, life preservers, anchors, etc. Refreshments are snacks from the sea and beverages with aquatic terminology. There can be the crossing of the equator ceremony with Old Man Neptune and his court of mermaids as the entertainment. The orchestra can feature music from various countries, and as they play these tunes a projector flashes slides on a large screen of the country featured. Tickets are steamship ticket style and a photographer with portable ship's wheel and title plate takes pictures of participants wanting prints of their "Happy Time Cruise."

ORDERING
MERCANDISE

There are some mail order companies offering discount merchandise who actually do not have the stock to sell. Orders are accumulated until a volume quantity can be obtained from the manufacturers. This results that some orders have not been filled for months. One company not meeting a reasonable delivery time on orders was directed by the Federal Trade Commission to make full refunds to customers whose orders are not shipped within three weeks. Again, NIRA members, associate members, and companies advertising in Recreation Management are well established concerns providing good merchandise and reputation.

NIRA
SERVICES

The Vice President of Program Services of NIRA, the Executive Director and the Board of Directors have put together very interesting and beneficial tournaments and contests for your employees. Many companies do not take advantage of these services and should do so. NIRA has designed the program so that there is minimum effort on the part of the company recreation coordinator, but maximum benefit to the employees. For example, the Bridge Tournament and Home Beautification Program require very little coordination on the part of the Director. There are a couple of forms to fill out and return to NIRA, but from that point on it is just a matter of promoting the program to your employees. From that point on, the results are sent to NIRA or Bulbhome, Inc., (in the case of the Beautification Program) and they will do the rest. Think of it! You can offer bowling, bridge, home beautification, rifle, pistol, photography and fishing programs to your employees by simply keeping up with the NIRA Programs. Your employees want to participate and compete on a national level with other employees of North American companies. Help them do that and they will be very thankful to you. The next programs coming up are the closing of Fishing; the Photo Contest which ends the end of the year; the Bridge Tournament which will be ending very soon; and you have probably missed out on the Home Beautification Program if you have not participated by now. Take advantage of these fantastic programs and give your employees the opportunity to feel a part of a national interest in recreation and industry.

TELL YOUR
SUPPLIERS
ABOUT NIRA

NIRA recently mailed to all company members a little packet of information and "crack and peel" NIRA logos. It is very important for you to let your suppliers of merchandise and services know that you are a member of the professional association of Industrial Recreation. NIRA requests you place those stickers on your purchase orders and conduct an all out effort to promote your profession and association. You are urged to participate and help.

NATIONAL
CONFERENCE
DATES SET

May 18-23, 1973 are the dates for the NIRA National Conference and Exhibit in Indianapolis, Indiana. This will be during the Indy "500" Week and NIRA has the entire Stouffers Hotel reserved for the delegates. The exhibits will be at the Indianapolis Convention Center. We look forward to seeing you.